

ORDER

KSNV

Orders

Order / Rev: 102331 /
 Alt Order #: 06819933
 Product Desc: NASIT
 Estimate: 1248
 Flight Dates: 10/16/12 - 10/22/12
 Original Date / Rev: 05/31/12 / 07/19/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: GMMB, Inc./ Washington D.C.
 Buying Contact: _____
 Billing Contact: _____
1010 Wisconsin Ave. NW
Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: Neyadans Against Special Interest Tax
 Demographic: A35+
 Product Codes: PLI1
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru: _____
 Order Separation: 00:15:00
 Advertiser External ID: _____
 Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	104	\$77,250.00	\$65,662.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	104	\$77,250.00	\$65,662.50	0.00
Totals	104	\$77,250.00	\$65,662.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$77,250.00
Market	100%	\$275,892.86

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$85,526.79
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	16%	\$44,142.86
KTUD	1%	\$2,758.93
KVVU	17%	\$46,901.79
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$19,312.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--			5			\$400.00		0.00			

Order / Rev: 102331
 Alt Order #: 06819933
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Nevadans Against Special Interest Taxal
 Product Desc: NASIT
 Estimate: 1248

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/16/12	10/22/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners	CM	5-6a	MTWTF--	:30	5	\$400.00	1	0.00	NM	5	\$2,000.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$400.00		0.00			
E 2	KSNV	10/16/12	10/22/12	Wake Up Early w/ Wagners Wake Up Early Wagners	CM	430a-5a	MTWT--S	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP EARLY W/THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWT--S					4	\$200.00		0.00			
E 3	KSNV	10/16/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
WAKE UP WITH THE WAGNERS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$725.00		0.00			
E 4	KSNV	10/16/12	10/22/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					5	\$900.00		0.00			
E 5	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$375.00		0.00			
E 6	KSNV	10/20/12	10/20/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2	\$1,250.00
SATURDAY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					2	\$625.00		0.00			
E 7	KSNV	10/21/12	10/21/12	News 3 Sunrise - SUNDAY News 3 Sunrise SUNDAY	CM	6a-7a	-----S	:30	1	\$375.00	1	0.00	NM	1	\$375.00
NEWS 3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$375.00		0.00			
E 8	KSNV	10/21/12	10/21/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
TODAY ON SUNDAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					2	\$500.00		0.00			
E 9	KSNV	10/21/12	10/21/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
NEWS 3 TODAY/WKEND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 10	KSNV	10/21/12	10/21/12	Chris Matthews 9:30AM Chris Matthews SUN 9:30am	CM	9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$500.00		0.00			
E 11	KSNV	10/16/12	10/22/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	MTWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					4	\$425.00		0.00			
E 12	KSNV	10/16/12	10/22/12	M-F Today Show III 4th H Today 4th Hour	CM	10am-11am	MTWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					4	\$325.00		0.00			
E 13	KSNV	10/16/12	10/22/12		CM	11am-12pm	MTWTF--	:30	3	\$325.00	1	0.00	NM	3	\$975.00

Order / Rev: 102331
 Alt Order #: 06819933
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Nevadans Against Special Interest Tax
 Product Desc: NASIT
 Estimate: 1248
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Rachael Ray											
				Rachael Ray											
				RACHEL RAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		3			\$325.00			0.00			
E 14	KSNV	10/16/12	10/22/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.00	1	0.00	NM	5	\$2,125.00
				Noon News											
				NEWS 3 AT NOON											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$425.00			0.00			
E 15	KSNV	10/16/12	10/22/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Agenda 1230pm											
				NEWS 4: THE AGENDA											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$325.00			0.00			
E 16	KSNV	10/16/12	10/22/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	2	\$425.00	1	0.00	NM	2	\$850.00
				Days of our Lives											
				DAYS OF OUR LIVES											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		2			\$425.00			0.00			
E 17	KSNV	10/16/12	10/22/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.00	1	0.00	NM	5	\$1,625.00
				The Doctors											
				THE DOCTORS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$325.00			0.00			
E 18	KSNV	10/16/12	10/22/12	Dr. Phil	CM	3-4p	MTWTF--	:30	5	\$450.00	1	0.00	NM	5	\$2,250.00
				Dr Phil											
				DR. PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$450.00			0.00			
E 19	KSNV	10/16/12	10/22/12	News 3 at 4 (1/2 hr)	CM	4-430p	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				News 3 at 4											
				FIRST NEWS 3 AT FOUR											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$725.00			0.00			
E 20	KSNV	10/16/12	10/22/12	News 3 at 430pm	CM	430-5pm	MTWTF--	:30	5	\$725.00	1	0.00	NM	5	\$3,625.00
				News 3 at 4:30PM											
				NEWS 4 AT 430P											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$725.00			0.00			
E 21	KSNV	10/16/12	10/22/12	M-F Early News	CM	5-630p	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
				M-F Early News											
				EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$1,200.00			0.00			
E 22	KSNV	10/20/12	10/20/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$675.00	1	0.00	NM	1	\$675.00
				Sa-Su Early News											
				KSNV EARLY NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-		1			\$675.00			0.00			
E 23	KSNV	10/16/12	10/22/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
				M-F Jeopardy											
				JEOPARDY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$1,300.00			0.00			
E 24	KSNV	10/16/12	10/22/12	M-F Wheel	CM	7-730pm	MTWTF--	:30	5	\$1,300.00	1	0.00	NM	5	\$6,500.00
				M-F Wheel of Fortune											
				WHEEL OF FORTUNE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--		5			\$1,300.00			0.00			
E 25	KSNV	10/20/12	10/20/12		CM	630-730pm	-----S-	:30	2	\$525.00	1	0.00	NM	2	\$1,050.00

Order / Rev: 102331
 Alt Order #: 06819933
 Flight Dates: 10/16/12 - 10/22/12

Advertiser: Nevadans Against Special Interest Taxal
 Product Desc: NASIT
 Estimate: 1248

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Weekend Jeopardy/Wheel WKND Jeop/Wheel															
JEOPARDY/ WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-					2	\$525.00		0.00			
E 26	KSNV	10/22/12	10/22/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
				Monday Prime 8-10pm											
THE VOICE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/22/12		10/22/12	10/28/12	M-----					1	\$4,000.00		0.00			
E 27	KSNV	10/17/12	10/17/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
				Wednesday Prime 9-10pm											
ROCK CENTER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	--W----					1	\$3,000.00		0.00			
E 28	KSNV	10/19/12	10/19/12	Fri 10-11p	CM	10-11pm	-----F--	:30	1	\$2,600.00	1	0.00	NM	1	\$2,600.00
				Friday Prime 10-11pm											
DATELINE NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----F--					1	\$2,600.00		0.00			
E 29	KSNV	10/21/12	10/21/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,600.00	1	0.00	NM	1	\$1,600.00
				News 3 in Prime											
NEWS AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$1,600.00		0.00			
E 30	KSNV	10/21/12	10/21/12	LAW & ORDER (synd) PM	CM	SU 10-11P	-----S	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				Law & Order (synd) PRIME											
LAW & ORDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S					1	\$900.00		0.00			
E 31	KSNV	10/16/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	4	\$1,200.00	1	0.00	NM	4	\$4,800.00
				M-F News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					4	\$1,200.00		0.00			
E 32	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-					1	\$1,100.00		0.00			
E 33	KSNV	10/16/12	10/22/12	The Tonight Show	CM	1135p-1237a	MTWTF--	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00
				Tonight Show											
TONIGHT SHOW W/ JAY LENO															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					5	\$500.00		0.00			
E 34	KSNV	10/20/12	10/20/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Saturday Night Live											
SATURDAY NIGHT LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/15/12		10/15/12	10/21/12	-----S-					1	\$1,400.00		0.00			
													Totals	104	\$77,250.00